

**CLAIMS**

1 1. A broadcast transmission medium coupling a head end to  
2 a plurality of clients, the medium including an alert  
3 management message therein and comprising:

4 a first data field comprising an identification of a  
5 target set of clients;

6 a second data field comprising an alert type message;

7 and

8 a third data field comprising a status message.

1 2. The medium of claim 1 further comprising a fourth data  
2 field comprising a message identification.

1 3. The medium of claim 1 wherein the target set of  
2 clients consists of a single client.

1 4. The medium of claim 1, the second data field comprises  
2 a Boolean flag.

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1 5. A data signal embodied in a carrier wave comprising:  
2 a first data field comprising an identification of a  
3 target set of clients;

4 a second data field comprising an alert type message;  
5 and  
6 a third data field comprising a status message,  
7 wherein the carrier wave provides one-way  
8 communication.

1 6. The data signal of claim 5 further comprising a fourth  
2 data field comprising a message identification.

1 7. The data signal of claim 5 wherein the target set of  
2 clients consists of a single client.

1 8. The data signal of claim ~~8~~<sup>obj</sup>, The medium of claim 1, the  
2 second data field comprises a Boolean flag.

1 9. A method of sending an alert management message to a  
2 plurality of recipients on a broadcast channel comprising:  
3 generating a first data field that identifies at least  
4 one target recipient from among the plurality of  
5 recipients;  
6 generating a second data field that identifies the  
7 type of alert management message; and  
8 transmitting the data fields to the recipients.

1 10. The method of claim 9 further comprising generating a  
2 third data field that uniquely identifies the alert  
3 management message.

1 11. The method of claim 9, the alert management message  
2 including a payload message, the method further comprising:  
3 generating the payload message, the payload message  
4 comprised of at least one byte;  
5 transmitting the number of bytes in the payload  
6 message; and  
7 transmitting the payload message.

1 12. An article comprising a computer-readable medium that  
2 stores computer-executable instructions for sending an  
3 alert management message to a plurality of recipients, the  
4 instructions causing a machine to:  
5 generate a first data field that identifies at least  
6 one target recipient from among the plurality of  
7 recipients;  
8 generate a second data field that identifies the type  
9 of alert management message; and  
10 transmit the data fields to the recipients.

1 13. The article of claim 12, the instructions further  
2 causing the machine to generate a third data field that  
3 uniquely identifies the alert management message.

1 14. The article of claim 12, the alert management message  
2 including a payload message, instructions further causing  
3 the machine to:

4 generate the payload message, the payload message  
5 comprised of at least one byte;

6 transmit the number of bytes in the payload message;

7 and

8 transmit the payload message.

1 15. A method of receiving an alert management message  
2 transmitted to a plurality of recipients on a broadcast  
3 channel comprising:

4 testing a first data field, the first data field  
5 identifying at least one target recipient;

6 ignoring the alert management message when the  
7 recipient is not a target recipient; and

8 recovering the alert management message when the  
9 recipient is a target recipient.

1 16. The method of claim 15 further comprising:

2       testing a second data field, the second data field  
3       identifying an action by the recipient; and  
4       performing the action.

1   17. The method of claim 15 further comprising:  
2       testing a second data field, the second data field  
3       identifying an alert management state for the recipient;  
4       and  
5       assuming the alert management state.

1   18. An article comprising a computer-readable medium that  
2       stores computer-executable instructions for receiving a  
3       alert management message transmitted to a plurality of  
4       recipients on a broadcast channel, the instructions causing  
5       a machine to:

6       test a first data field, the first data field  
7       identifying at least one target recipient;  
8       ignore the alert management message when the recipient  
9       is not a target recipient; and

10       recover the alert management message when the  
11       recipient is a target recipient.

1   19. The article of claim 18, the instructions further  
2       causing the machine to:

3        test a second data field, the second data field  
4        identifying an action by the recipient; and  
5        perform the action.

1        20. The article of claim 18, the instructions further  
2        causing the machine to:

3        test a second data field, the second data field  
4        identifying an alert management state for the recipient;  
5        and

6        assume the alert management state.

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